

Washington State SNAP-Ed State Plan

Fiscal Year 2024 - 2026

Washington State Department
of Social and Health Services

SNAP-Ed Program

Updated October 2024



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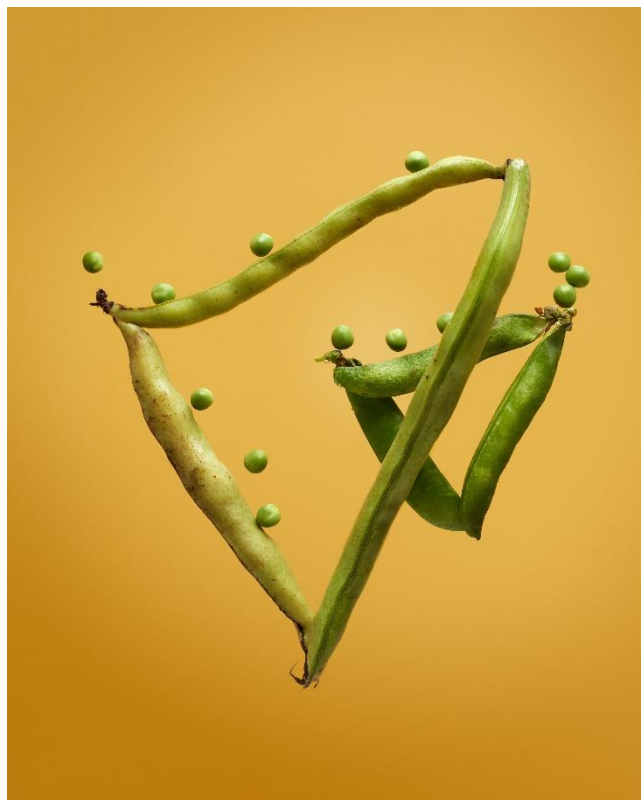
Program Overview

The Supplemental Nutrition Assistance Program Education is a federally funded grant program offered to all U.S. states and territories. The goal of SNAP-Ed is to implement nutrition education and health promotion for eligible individuals to support food choices and physical activity consistent with the most recent Dietary Guidelines for Americans.

SNAP-Ed strengthens SNAP's public health impact by addressing food and nutrition security to improve nutrition and prevent or reduce diet-related, chronic diseases among the SNAP-eligible population. SNAP-Ed uses evidence-based approaches to deliver nutrition education, develop social marketing and create policy, systems and environmental changes.

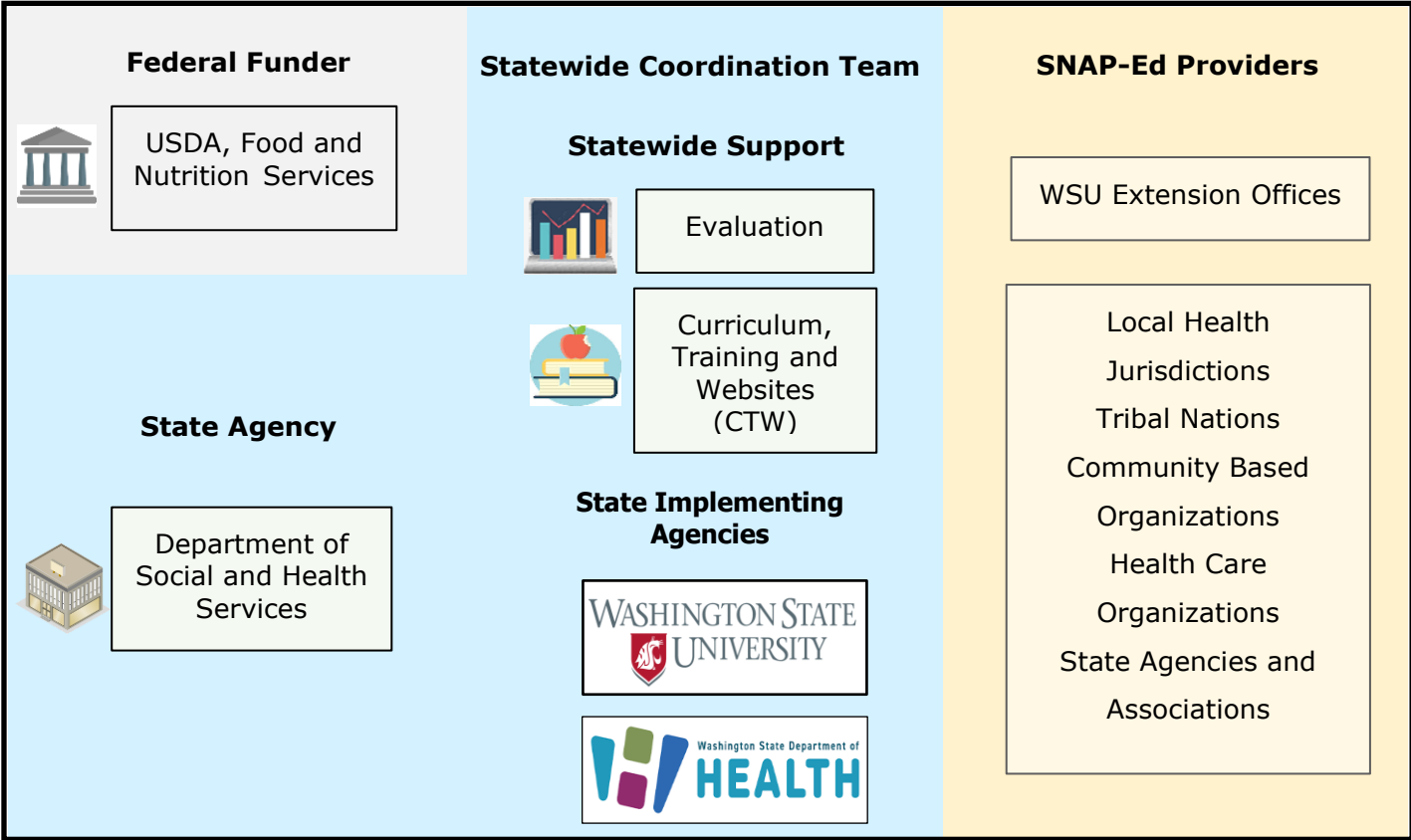
Mission: To increase equitable access to healthy food and physical activity and enable choice for the SNAP-eligible population by breaking down barriers and building upon community assets.

Vision: All people in Washington have access to environments that support healthy and culturally relevant choices for food and physical activity.



SNAP-Ed Program Structure

The SNAP-Ed Program is authorized through the Agriculture Improvement Act of 2018 (Farm Bill) and administered by the United States Department of Agriculture, Food and Nutrition Services. In Washington, SNAP-Ed funds are routed first through the Department of Social and Health Services and then to the Statewide Coordination Team. Implementing Agencies contract with SNAP-Ed providers, some of whom work in communities and others regionally or statewide. The Evaluation and the Curriculum, Training and Websites teams provide universal support to all SNAP-Ed staff.



Department of Social and Health Services (State Agency)

The Department of Social and Health Services is the state administering agency for the SNAP-Ed grant. DSHS receives funds from USDA Food and Nutrition Services. Allocations are based on a state's historical national SNAP-Ed expenditure in federal fiscal year 2009 and a state's current SNAP participation as a percent of national participation. DSHS is responsible for submitting a state plan and annual report, managing the budget and ensuring the program is executed in compliance with federal regulations. DSHS also facilitates the Statewide Coordination Team, coordinates and collaborates with other state programs and promotes equity through its Antiracism and Equity Strategic Plan, Tribal Engagement Strategy and participation in Special Olympics' Inclusive Nutrition Initiative.

Evaluation

The Evaluation team works with DSHS, Implementing Agencies and SNAP-Ed Providers to support statewide and local evaluation. Though housed under the Department of Health, they provide support for all SNAP-Ed programs throughout the state. The team develops an annual statewide evaluation technical guide, maintains Washington SNAP-Ed evaluation toolkits, creates such data visualizations as eligibility maps and conducts a comprehensive SNAP-Ed Needs Assessment. Evaluation is part of the Statewide Coordination Team and works closely with the Curriculum, Training and Website team on Direct Education assessments. Recently, they contracted with data equity firm We All Count to ensure equity principles guided all evaluation efforts.

Curriculum, Training and Websites

The Curriculum, Training and Website team coordinates with DSHS, Implementing Agencies, the Evaluation team and the Washington State Farmers Market Association to provide support to all SNAP-Ed providers across Washington. CTW is responsible for providing training, curriculum assessment, monitoring, support and managing two statewide SNAP-Ed websites. CTW assists in statewide communication through a weekly update and facilitation of ad hoc meetings throughout the year. CTW is also responsible for coordinating the planning and implementation of the annual Washington SNAP-Ed statewide forum. CTW works on a number of special projects, including updating publications, adapting curricula for specific audiences and settings, and coordinating increased language access for nutrition education materials (see "Additional Statewide Work").

Washington State University Extension Implementing Agency

Washington State University Extension has implemented SNAP-Ed programming since 1991. WSU SNAP-Ed providers are housed in extension offices across 27 counties, collaborating with partners to implement direct education and policy, systems and environmental approaches to improving access to nourishing foods and physical activity at local, regional and statewide levels. In addition to local providers, WSU Implementing Agency supports statewide efforts including LatinX Outreach, Local Procurement, Retail Access and Virtual Education. The WSU Extension mission is to “engage people, organizations and communities to advance knowledge, economic well-being and quality of life by fostering inquiry, learning and the application of research.”

Washington State Department of Health Implementing Agency

The Washington State Department of Health Implementing Agency works as a part of the Statewide Coordination Team to implement SNAP-Ed programming across the state. DOH works with 26 subrecipient contractors that include local health jurisdictions, nonprofit community organizations, Tribal nations and other state agencies to support Washington SNAP-Ed’s statewide goals. Internally, DOH SNAP-Ed supports and partners with other DOH programs, including statewide fruit and vegetable incentive programs, the Health Equity Zones Initiative and healthy aging initiatives. Currently, DOH SNAP-Ed facilitates the Fruit and Vegetable Incentive Program Community of Practice, Food Pantry Coordination and Healthy Aging Initiatives (see “Additional Statewide Work”).

SNAP-Ed Providers

SNAP-Ed is delivered across Washington through providers housed in a variety of organizations and agencies, including county extension offices, local health jurisdictions, nonprofits, community-based organizations and Tribal entities. SNAP-Ed staff members in these organizations collaborate with their local communities to identify approaches tailored to the community. Providers prepare and oversee their individual program budgets and workplans. They also participate in workgroups, communities of practice and other efforts to broaden reach and share local perspective in statewide efforts.

Statewide Coordination Team Leads

Department of Social and Health Services



Chris Mornick, M.A. Public Health, Registered Dietitian Nutritionist
SNAP-Ed Program Manager

The SNAP-Ed program manager oversees the administration of the SNAP-Ed program by providing leadership and strategic direction and ensuring the program is delivered in compliance with federal and state regulations.



Tara McGinty, Certified Health Education Specialist
SNAP-Ed Program Consultant

The SNAP-Ed program consultant supports the administration of the SNAP-Ed program by coordinating with contracting agencies to ensure programs align with SNAP-Ed guidance, facilitating communication among the Leadership Team, and assisting the program manager with operations.

Evaluation



Nora Downs, M.A. Public Health, RDN
SNAP-Ed Evaluation Supervisor

The evaluation supervisor coordinates SNAP-Ed evaluation across the state. Nora provides evaluation and staff oversight, coordinates evaluation efforts and supports quality assurance, evaluation planning, training and technical assistance.

Curriculum, Training and Websites



Jen Moss, Registered Dietitian
Statewide Program Director

The CTW program director is responsible for managing SNAP-Ed activities related to training, websites and curriculums. Jen plans, directs and reports on the statewide initiative for CTW, and supervises staff and the budget.

Implementing Agency - Department of Health



Morgan Hartline, M.S., R.D.
SNAP-Ed Program Manager

The Department of Health implementing agency program manager performs program oversight, strategic planning, personnel actions and staff hiring and supervision for the DOH implementing agency. Morgan is also responsible for reporting to the division, legislature, DSHS and USDA.

Implementing Agency - Washington State University Extension



Acacia Corylus, M.P.H., R.D.
Statewide Program Manager

The Washington State University implementing agency program manager supervises and provides support to statewide SNAP-Ed projects and WSU SNAP-Ed providers. Acacia is responsible for compliance with state and federal regulations, fiscal oversight and coordination with state and federal agencies and partners.

Washington SNAP-Ed State Plan

Every three years, Washington state releases a new SNAP-Ed state plan. The SNAP-Ed plan outlines state priority goals, SMART objectives and interventions that guide projects and activities over the three-year period. The Statewide Coordination Team is responsible for developing the plan and overseeing implementation at the state and local levels.

Guiding Principles for FFY 2024-2026

For this three-year plan (FFY 2024-2026), the Statewide Coordination Team first identified a series of guiding principles that represent core values for the Washington SNAP-Ed program. Although not officially a part of the plan, these principles were foundational in the development of all elements of the plan.

Partnership: Build collaborative relationships with diverse and representative partners across all levels of Washington SNAP-Ed.

Authentic Engagement: Focus on asset-based approaches that build trust by engaging and valuing the lived experience within each community.

Impact: Adapt evaluation and measurement tools to reflect the work and encourage capacity and relationship building.

Innovation: Programs focus on impact by being creative, innovative, adaptable and flexible in planning and implementation.

Purpose: Projects are relevant, value-driven, address the root causes of nutrition insecurity and align with community needs and wants.

Community-Centered: Recognize and amplify heart-centered (compassionate, caring, genuine, trauma-informed), client-centered and culturally relevant multilevel approaches that prioritize partnerships and community.

Statewide Collaboration: The Statewide Coordination Team carries forward the voice of local Implementing Agencies, and therefore local community members, so planning and implementation are collaborative and represent multiple perspectives.

State Priority Goals

After identifying guiding principles, the Statewide Coordination Team developed five state priority goals that reflect the most important areas for SNAP-Ed programmatic efforts and illustrate the overall purpose of SNAP-Ed. The goals form the structure for developing SMART objectives (Appendix A), which detail the work to be accomplished during the three-year period. The goals were developed based on the statewide needs assessment conducted in 2023 and listening sessions held with SNAP-Ed providers. The FFY 2024-2026 goals focus on policy, systems and environmental changes, –a shift from previous plan goals that focused on individual-level behaviors. SNAP-Ed activities like direct education, which have impacts at the individual level, remain essential to state programming and greater PSE initiatives. However, PSE-level goals align better with SNAP-Ed’s sphere of influence while recognizing the importance of individual autonomy and choice.

Although all five goals can be applied universally across the program, some are tailored more specifically toward SNAP activities (goals 1-4), implementing agency activities (goals 1-5), and State Agency activities (goals 3-5). Goals 1 and 2 reflect the mission of the SNAP-Ed program to increase access to healthy food and beverage choices and opportunities for physical activity. Goals 3-5 focus on *approaches* to ensure our work is representative of community need, developed collaboratively and rooted in equitable administrative practices.

SNAP-Ed Providers

Goal 1

Increase availability and promotion of nourishing foods and beverages for people who are eligible for SNAP-Ed.

Goal 2

Increase opportunities for people who are eligible for SNAP-Ed to include physical activity and movement in their lives.

Implementing Agencies

Goal 3

Strengthen community representation to expand community-led initiatives and elevate community voice in decision-making.

Goal 4

Increase the impact of healthy eating and physical activity strategies by facilitating collaboration.

State Agency (DSHS)

Goal 5

SNAP-Ed structures and systems center and reflect the lived experiences and values of local communities supported by SNAP-Ed.

Interventions

In addition to state priority goals, the Statewide Coordination Team developed three interventions that illustrate how SNAP-Ed work will be grouped and measured. The interventions also form the basis for SNAP-Ed provider work plans. Interventions were chosen based on feedback from SNAP-Ed providers during the listening sessions. More activity details for each intervention are in Appendix B.

The **Schools and Child Care** intervention encompasses activities that support school-aged youth and families in education settings. This includes work that happens in schools, early care and education facilities, and before- and after-school programs.

The **Retail and Food Access** intervention encompasses activities that improve access to healthy foods and beverages where people purchase or receive food. This includes food banks, food pantries, farmers markets and retail locations.

The **Community Spaces** intervention encompasses activities in spaces where people live, work, heal and gather. This includes but is not limited to military bases, health care clinics and hospitals, Indian reservations, senior housing and meal sites, public housing, SNAP offices, parks and open spaces, residential treatment centers, emergency shelters, gardens and community centers.

Statewide Projects

New in FFY 2024, USDA Food and Nutrition Service required state plans to include projects, meaning a cluster of interventions or activities with common goals, intended outcomes, target audiences and implementation settings. The Washington SNAP-Ed State Plan includes 10 projects, as well as a number of non-project activities (see "Additional Statewide Work"). Projects are overseen by the State Agency (DSHS) and two Implementing Agencies. With the exception of provider programming projects, project work is available to all providers in the state, regardless of implementing agency.

Washington State University Extension Programs Project and Department of Health Providers Programming Project

These two projects encompass the work of SNAP-Ed providers in the three intervention areas (schools and child care, retail and food access and

community spaces). The majority of SNAP-Ed provider work takes place in these two projects. Implementing Agencies guide provider work to be culturally inclusive, prioritize multi-level strategies, elevate community assets and emphasize strategic partnerships and innovation.

Social Marketing

In 2023, DSHS established a four-year contract with Rescue Agency, a social marketing agency that works with government and nonprofits to develop a statewide social marketing campaign for Washington SNAP-Ed. Rescue Agency completed a formative evaluation of the Washington SNAP-eligible audience and developed the first of three campaigns to promote positive behavior change around nutrition and physical activity. These will launch in FFY 2025. This work is informed by a social marketing workgroup of SNAP-Ed providers and statewide support staff.

Statewide Farmers Market Initiative

Since FFY 2014, the Washington State Farmers Market Association has served as the lead agency on Washington SNAP-Ed's Statewide Farmers Market Initiative. The WSFMA's Food Access Program supports farmers markets' ability to accept SNAP payments and participate in SNAP matching programs as well as Women, Infants, and Children and Senior Farmers Market Nutrition Programs. WSFMA also conducts the Regional Leads program, which consists of part-time, independent contractors working alongside the Food Access coordinator in nine regions across the state. Regional leads serve as an "on-the-ground" resource for farmers market managers and vendors, coordinate outreach and SNAP-Ed activities with SNAP-Ed providers and local partners, and keep farmers markets updated about technical, policy or funding changes to food-access programs.

Statewide LatinX Outreach Project

The Spanish-speaking, statewide LatinX outreach coordinator provides support for Washington SNAP-Ed providers with translation, needs assessments and LatinX outreach at approved SNAP-Ed sites. They also provide direct education, virtual education and trainings, and in-person support at community events. In FFY 2024, this project expanded to include a part-time Mixteco outreach educator.

Statewide Retail Access Project

The Statewide Retail Access coordinator provides support for SNAP-Ed providers to increase access to nourishing foods through retail partnerships and the expansion of local food systems and online shopping and delivery models, with a focus on rural areas. This includes outreach to eligible retail locations, training and technical support.

Statewide Virtual Education

The statewide virtual direct-education project is focused on developing and piloting both synchronous and asynchronous virtual nutrition education accessible by any SNAP-eligible person across Washington state. This project works in partnership with Community Services Offices (where people sign up for benefits), WSU master gardeners, the Department of Corrections and other partners working with SNAP-eligible participants.

Statewide Local Procurement

The Local Procurement workgroup is a cross-agency collaboration between Washington SNAP-Ed, the Washington State Department of Agriculture, the Office of the Superintendent of Public Instruction, the Washington Farm to School Network, the Farm to Early Care and Education Community of Practice and the Washington Team Nutrition Grant. This effort is focused on supporting use of local foods in reimbursable meals and snacks (such as the National School Lunch Program, National School Breakfast Program and Child and Adult Care Food Program) through training, technical assistance, equipment, supplies and facilitation of nutrition education.

Fruit and Vegetable Incentive Program Community of Practice

The Fruit and Vegetable Incentive Program Community of Practice aims to bring together key partners working on the SNAP Market Match and SNAP Produce Match programs across Washington state. This community enables members to network, share learning opportunities, access technical expertise, improve communication and increase productivity. Membership includes SNAP-Ed leadership, SNAP-Ed providers, state agency partners and community members.

The Food Bank and Food Pantry Workgroup

The Food Bank and Food Pantry Workgroup brings together SNAP-Ed, the WSDA Food Assistance Program and the Washington Food Coalition to collaboratively and holistically address food security, combining direct food assistance with initiatives to improve nutrition and health outcomes. Workgroup members pool organizational expertise to broaden reach and ensure the efficient allocation of resources. In 2023, the workgroup conducted a listening session with SNAP-Ed staff working with food banks and food pantries across the state to better understand the challenges related to this work. The workgroup will explore expanding access for SNAP-Ed providers in FFY 2025.

Additional Statewide Work

In addition to Projects, DSHS, in collaboration with the rest of the Statewide Coordination Team, will support a number of statewide efforts in FFY 2024-2026.

Collaboration and Collective Impact

Partnerships are a key element in SNAP-Ed work. DSHS will begin to develop and strengthen systems to increase collaboration within SNAP-Ed, across state agencies, and with Community Services Offices, where people apply for benefits. Some of the strategies to support this work include:

- Increasing representation of SNAP-Ed providers and community voices in decision-making.
- Examining existing collaborative opportunities and seeking out new ones as needed to expand opportunities for SNAP-Ed provider collaboration, both geographically and by intervention or activity.
- Exploring ways to increase awareness of SNAP-Ed among other DSHS staff, particularly those who work in benefit distribution, and to connect providers with local CSO offices.
- Expanding professional development opportunities for SNAP-Ed staff through the statewide forum and partnership with the Washington Food Coalition and the Washington State Farmers Market Association.
- Developing new partnerships with state agencies to increase collaboration and maximize collective impact.
- Facilitating the State Nutrition Action Council, bringing together Food and Nutrition Service-funded nutrition programs to foster collaboration and consistent messaging.

Equity and SNAP-Ed Participant Representation

DSHS and the Statewide Coordination Team will continue to prioritize, integrate and expand our equity and antiracism efforts. They will:

- Revise and further integrate our [Antiracism and Equity Strategic Plan](#) into the administration of the program.
- Expand equity and cultural competency skills of SNAP-Ed staff through resources and training.
- Develop communication guidance that encourages trauma-informed, non-shaming language and messaging.
- Offer language translation services for SNAP-Ed providers.

USDA Grant-Funded School Nutrition Initiatives

The SNAP-Ed program partners with the OSPI to support two Team Nutrition grants. The first grant, awarded in 2023, focuses on training and technical assistance to increase consumption of nutritional foods and beverages through nutrition education. It promotes MyPlate, increases equity through

culturally representative meals and nutrition education, and reinvigorates local school wellness policies. The second, awarded in 2024, will improve access to local foods by developing a state-branded Harvest of the Month toolkit. SNAP-Ed is also a partner on the 2023 USDA Farm-to-School Grant, a multi-state effort to bring Farm to School and Farm to Early Care and Education Institutes to the Pacific Northwest.

Washington Inclusive Nutrition Initiative

Washington was one of nine states, territories and Tribes selected to participate in Special Olympics International's Inclusive Nutrition Initiative. This initiative seeks to expand access to SNAP-Ed and Diabetes Prevention Program nutrition education for individuals living with intellectual and developmental disabilities. In October 2023, Washington state attended a kick-off event in Washington, D.C., and made seven commitments to advance accessibility for people with IDD. In October 2024, WA SNAP-Ed made seven more commitments, including increased training on IDD and Universal Design, updating plans and processes to include people with IDD and facilitating a Washington INI that includes WIC, the DOH Children and Youth with Special Health Care Needs Program, the Diabetes Prevention Program and Special Olympics Washington.

The Tribal Engagement and Sovereignty Initiative

Over the past few years, SNAP-Ed has made efforts to increase Tribal engagement and representation in SNAP-Ed planning. In FFY 2023, SNAP-Ed funded work in 12 Tribes, supporting community gardens, Tribal wellness programs, direct education, cooking demos, food-preservation classes, farm-to-store programs and trail connectivity projects. To increase understanding of how SNAP-Ed can support indigenous food sovereignty, DSHS contracted with a Tribally led organization to produce a summary of existing data and considerations for conducting a Tribal-needs assessment.

In May 2023, DSHS presented a Tribal engagement strategy for the current three-year plan (FFY 2024-2026) to the state and Tribal TANF directors, the Economic Services Administration Subcommittee of the Indian Policy Action Council and through Tribal leader letters sent to all 29 federally recognized Tribes in Washington. Feedback was incorporated into the SNAP-Ed three-year plan. In FFY 2024, DSHS focused on developing a procurement for a native-led organization to conduct a Tribal Needs Assessment. Consultation was sought through agency Tribal liaisons, IPAC, listening sessions with Tribal leaders and letters sent to Tribal leaders to ensure the needs assessment could be culturally appropriate and include flexibilities to ensure results would be relevant and meaningful for native communities. The Tribal Needs Assessment will run from November 2024 through May 2026, and include developing recommendations for a Tribal state plan for the next three-year planning cycle (FFY 2027-2029).

In addition to a Tribal Needs Assessment, the SNAP-Ed program will contract with two native-led organizations, the American Indian Health Commission and Tahoma Peak Solutions, to increase staff cultural competency, perform outreach to help connect Tribes and SNAP-Ed programs and provide technical assistance to Tribes to implement PSE programming.

If indicated by the Tribal Needs Assessment, WA SNAP-Ed will bring on a Tribal Implementing Agency, which will contract directly with Tribes and Tribal communities to distribute SNAP-Ed funds, provide technical assistance to Tribes and Tribal communities, elevate Tribal voice in SNAP-Ed leadership and decision-making and provide cultural competence support to non-Tribal, SNAP-Ed staff working with Tribes.

Evaluation Activities

The Evaluation team is conducting two special projects in FFY 2025. Brief summaries are provided below. Additional information is available in the [WA SNAP-Ed Evaluation Technical Guide](#).

Needs Assessment Phase 3: Partnerships

Phase 3 of the statewide needs assessment focuses on gathering input and feedback from SNAP-Ed partners to understand how well SNAP-Ed aligns with their program and participants' needs, to gather input about potential improvements, and to identify innovative successes. The Evaluation team will create a survey for SNAP-Ed partners to complete, and respondents can opt into a follow-up interview or focus groups. Data will be used to inform program planning and technical assistance. Providers will have an opportunity to support recruitment for this phase of the needs assessment.

Direct Education (SNAP Happy) Survey Update

SNAP Happy surveys used for direct education will be updated in FFY 2025. This update will assess alignment with current SNAP-Ed curricula and program goals and will also reassess validity. Providers will be able to provide input via listening sessions and may also have an opportunity to pilot-test a revised tool.

Curriculum, Training and Website Team Activities

The CTW team is conducting special projects in FFY2025. These projects are intended to support SNAP-Ed Providers and the Statewide Coordination Team in delivering programming and nutrition education. More information can be found on the Washington SNAP-Ed provider site (WASNAP-Ed.org). Brief summaries are highlighted below.

Distributing Updated Publications

CTW convened a workgroup of providers and members of the Leadership Team to review and revise the Eating Well for Less publication distributed in Community Services Offices and to SNAP-Ed participants. This publication offers tips on stretching food dollars, food safety and preparing nutritious

meals. The updated publication is now available, and CTW is coordinating with IAs and providers to distribute the booklet to participants. CTW will also work on coordinating translation of the publication to Spanish and consider other languages in the future. CTW is working on updating other guiding documents and resources to be distributed statewide.

Adapting and Developing Curriculum

CTW partnered with Leah's Pantry in FFY24 to convene a learning collaborative to provide input on adaptations to the Food Smarts curriculum, specifically tailored to recovery settings. Adapted lessons will be pilot-tested in FFY25 and made available broadly to providers working with this population. CTW is assisting in the development of a Washington state-specific gardening curriculum. A SNAP-Ed Garden Advisory Group will assist with content development and testing of lessons and materials.

Coordinating Increased Language Access for Nutrition Education Materials

CTW contracts with an organization to provide translation and interpretation services for nutrition-education materials and resources true to native speaking patterns and conventions. CTW will coordinate with providers and IAs to have documents translated as needed and create a database of translated materials that can be shared throughout WA SNAP-Ed.

Appendix A: SMART Objectives

Goal 1: Increase availability and promotion of nourishing foods and beverages for people who are eligible for SNAP-Ed.

- By September 2026, 50% of schools and childcare settings will implement a strategy focused on promotion of nourishing foods and beverage options among the eligible population.
- By September 2026, 55% of retail and food access sites will implement a strategy focused on promotion of nourishing foods and beverage options among the eligible population.
- By September 2026, 70% of community sites will implement a strategy focused on promotion of nourishing foods and beverage options among the eligible population.
- By September 2026, 70% of schools and childcare settings will implement a PSE change focused on increasing availability of nourishing food and beverage options for the eligible population.
- By September 2026, 75% of retail and food access sites will implement a PSE change focused on increasing availability of nourishing food and beverage options for the eligible population.
- By September 2026, 65% of community sites will implement a PSE change focused on increasing availability of nourishing food and beverage options for the eligible population.
- By September 2026, 50% of direct education activities focused on nourishing foods and beverages will be connected to other PSE strategies.
- By September 2026, 50% of adult participants never worry about running out of food.
- By September 2026, 60% of participants third grade to adult will report eating more fruit, and 45% of participants will report eating vegetables.
- By September 2026, 75% of participants third grade to adult will report drinking sugar-sweetened beverages two or fewer times per day.
- By September 2025, oversee the implementation and evaluation of a nourishing food-and-beverage, statewide, social marketing campaign.

Goal 2: Increase opportunities for people who are eligible for SNAP-Ed to include physical activity and movement in their lives.

- Annually, increase the number of physical activity networking and training opportunities for SNAP-Ed providers and their partners.
- By September 2026, 70% of SNAP-Ed eligible participants (sixth grade to adult) report being physically active for more than 30 minutes yesterday.
- By September 2026, increase from 2022 (11%) the number of sites implementing a PSE change focused on increasing physical activity among the eligible population.
- By September 2026, increase (from 2024 baseline) number of SNAP-ED grant partnerships focused on improving environments and opportunities for physical activity among SNAP-Ed-eligible population.
- By September 2026, 50% of direct education activities focused on physical activity will be connected to other PSE strategies.
- By September 2026, develop a statewide social marketing campaign to promote physical activity to the SNAP-Ed eligible population.

Goal 3: Strengthen community representation to expand community-led initiatives and elevate community voice in decision-making.

- Annually, SNAP-Ed will continue funding Northwest Harvest to host the Community Advisory Network and convene monthly meetings.
- Annually, provide training for local agencies to increase community collaboration.
- By September 2026, Washington SNAP-Ed will have an assessment tool to measure partnership strength and train SNAP-Ed providers on how to use it.
- When surveyed annually, 75% of SNAP-Ed providers report receiving adequate support from statewide support programs (DSHS, CTW, Evaluation, Implementing Agencies) to implement SNAP-Ed strategies.
- By September 2025, identify measures and define terms of community involvement in SNAP-Ed initiatives.
- By September 2026, co-create and pilot a tool with SNAP-Ed providers that measures the level, quality and effectiveness of community involvement in SNAP-Ed initiatives.

Goal 4: Increase the impact of healthy eating and physical activity strategies by facilitating collaboration.

- By September 2026, develop, participate in and/or expand upon existing collaborative structures to meet SNAP-Ed provider need.
- Annually, provide training for local agencies to increase facilitation skills.
- Annually, the Washington State Nutrition Action Council will meet three times.

- Annually, meet with representatives from at least two other SNAP-Ed state agencies to discuss opportunities for shared learning and collaboration.
- When surveyed annually, 75% of SNAP-Ed providers report receiving adequate support from statewide support programs (DSHS, CTW, Evaluation, Implementing Agencies) to implement SNAP-Ed strategies.
- By September 2026, explore options for developing representative brands and logos for both the social marketing campaign and for Washington SNAP-Ed, informed by collaboration between a contracted social marketing firm, SNAP-Ed providers and SNAP-eligible community members.
- By September 2025, establish collaboration between a contracted social marketing firm, SNAP-Ed providers and partners to strengthen awareness of healthy eating and physical activity strategies for the SNAP-Ed eligible population.

Goal 5: SNAP-Ed structures and systems center and reflect the lived experiences and values of local communities supported by SNAP-Ed.

- By September 2026, SNAP-Ed will revise program plans to incorporate Antiracism and Equity Principles.
- When surveyed annually, 60% of SNAP-Ed providers report having opportunities to participate in decision-making in state-level groups.
- By September 2026, the State Agency and SNAP-Ed Leadership Team will assess contracting processes for alignment with antiracism and equity principles.
- By September 2026, a Tribal Needs Assessment will be completed and a dissemination plan will be developed.
- By September 2026, SNAP-Ed staff will be trained on a style guide and shared language.
- By September 2026, each direct-education curriculum being delivered will be monitored for alignment with the curriculum rubric.
- By September 2026, SNAP-Ed will revisit and revise the antiracism and equity strategic plan.
- Annually, Washington's Curriculum, Training and Website team will offer equity and antiracism trainings.
- By September 2025, The SNAP-Ed Leadership Team will develop a plan for developing materials in most requested languages.
- By September 2025, develop guidance for state and local agencies on ways to compensate for community representation and lived experience.
- When surveyed annually, 75% of SNAP-Ed providers report receiving adequate support from statewide support programs (DSHS, CTW, Evaluation, Implementing Agencies) to implement programming that is centered in equity and honors the lived experience of participants.

Appendix B: Intervention Strategies

Sample Schools and Childcare Intervention Strategies:

- Farm to school.
- Farm to early care and education.
- Harvest of the Month.
- School wellness.
- School gardens.
- Healthy Celebrations.
- Walking school bus.
- Outdoor learning.
- Organized play.
- Classroom direct education.
- Local food procurement.

Sample Retail and Food Access Intervention Strategies:

- Rural retail access.
- Community Supported Agriculture.
- Farmers market programs.
- Farm to food bank or food pantry.
- Gleaning.
- Healthy food pantry.
- Cooking demos and recipes.
- Meal kits.
- Food bank policies (healthy donations, nutrition guidelines).
- SNAP Market Match.
- Produce Match.
- Online shopping.
- Transition to choice models.

Sample Community Spaces Intervention Strategies:

- Community-oriented, direct education.
- Community-oriented physical activity (e.g., Walk With Ease).
- Nutrition guidelines in worksites and community settings.
- Built environments.
- Coordinated programs for seniors.
- Lactation-friendly spaces.
- Other PSE work in housing sites, parks, community gardens, summer feeding sites, non-school-based youth organizations, social services office and health care settings.

Appendix C: SNAP-Ed Providers

Department of Health Implementing Agency Providers

Catholic Charities
Common Threads Farm
Garden Raised Bounty, or GRuB
Garfield County Health District
Grant County Public Hospital, Mattawa Community Medical Clinic
Hands On Personal Empowerment Garden Project, or HOPE Garden Project
Kitsap Public Health District
Kittitas County Public Health Department
Lewis County Public Health and Social Services Department
MultiCare Health System Center for Health Equity and Wellness
Northeast Washington Education District 101
Opportunities Industrialization Center of WA
Public Health - Seattle and King County
San Juan County Health and Community Services
Second Harvest
Solid Ground
Tacoma-Pierce County Health Department
Thurston County Food Bank
Tulalip Tribes - Community Health
United General District 304 Community Health Outreach Programs
Wahkiakum County Health and Human Services
Walla Walla County Department of Community Health
Washington State Department of Agriculture
Yakima Health District
Yakima Neighborhood Health Services
Yakima Valley Farm Workers Clinic (doing business as Northwest Community Action Center)

Washington State University Implementing Agency Providers

WSU Whatcom County Extension
WSU Kitsap County Extension
WSU Skagit and Snohomish County Extension
WSU Island County Extension
WSU King County Extension
WSU Grant and Pend Oreille County Extension

WSU Yakima County Extension
WSU Pierce County Extension
WSU Clark County Extension
WSU Western Regional (Lewis, Thurston, Cowlitz, Mason and Grays Harbor)
County Extension
WSU Stevens and Ferry County Extension
WSU Spokane County Extension
WSU Walla Regional (Walla Walla, Benton and Franklin) County Extension
WSU Chelan, Douglas, Okanogan County Extension
WSU Clallam and Jefferson County Extension

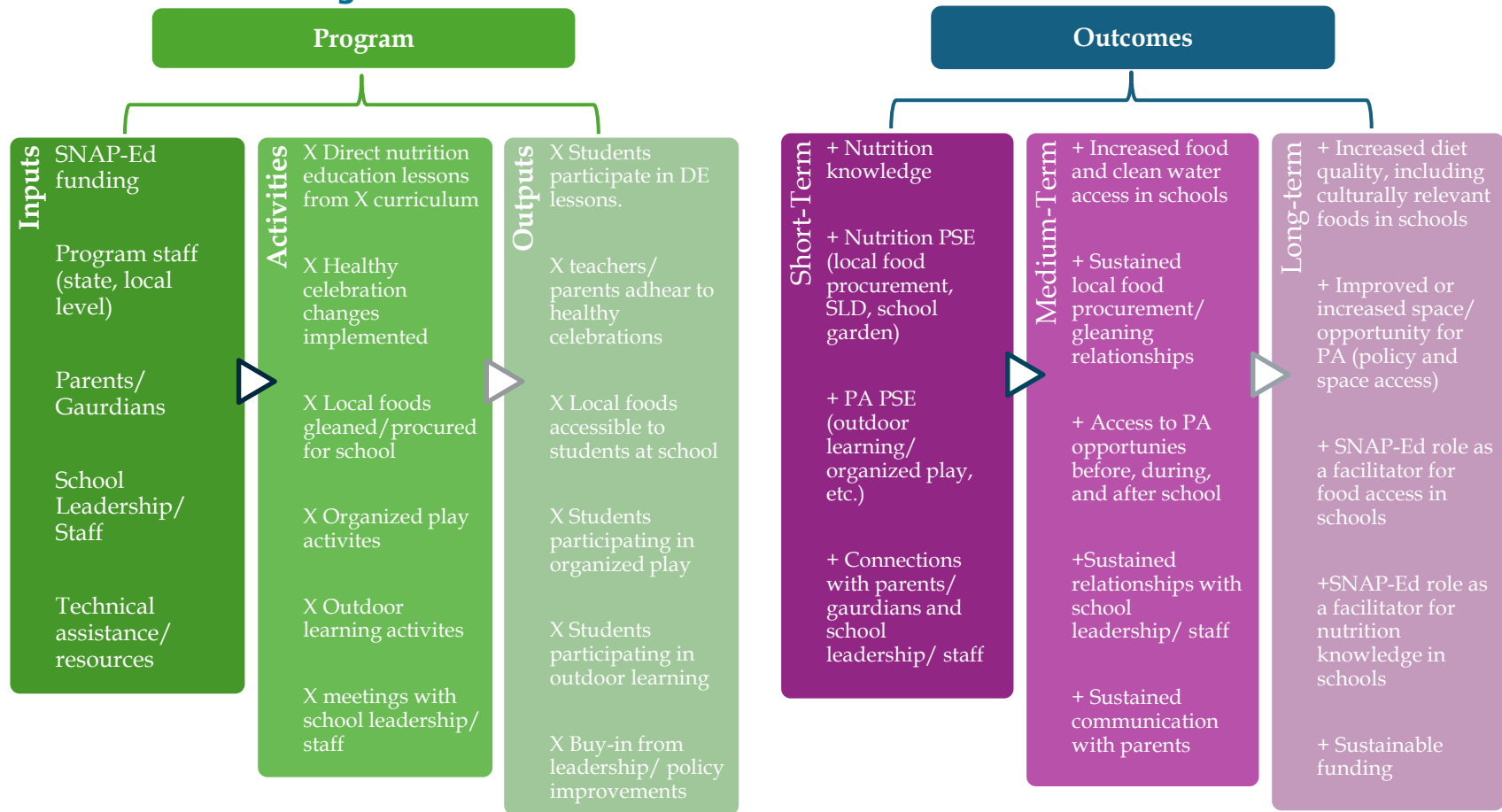
Department of Social and Health Services Providers

Washington State Farmers Market Association

Appendix D: Logic Models

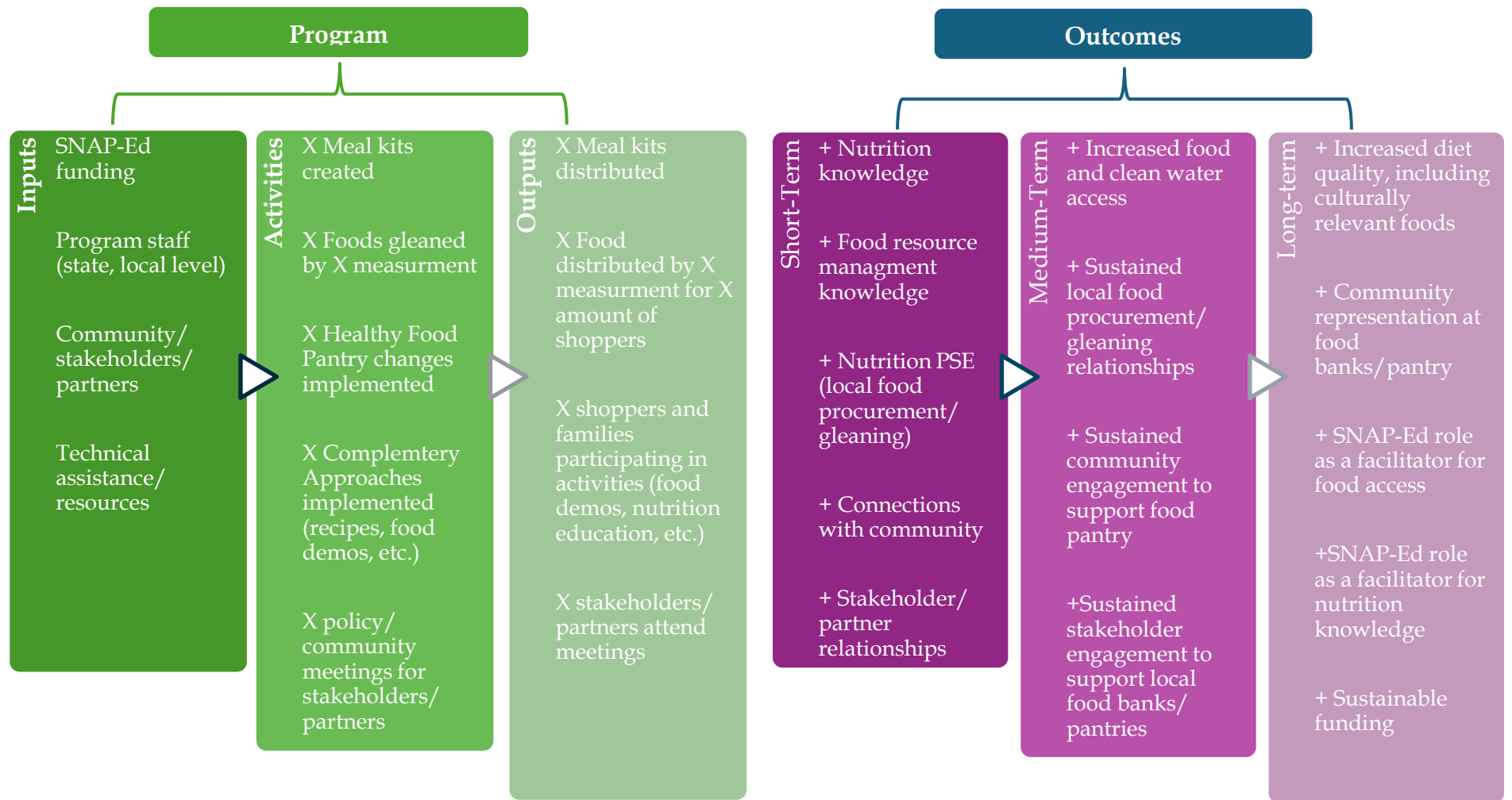
Evaluation logic models are high-level visuals of each evaluation plan. For more details on evaluation plans, please review the [FFY 2024 Evaluation Technical Guide](#).

Schools and Child Care Logic Model



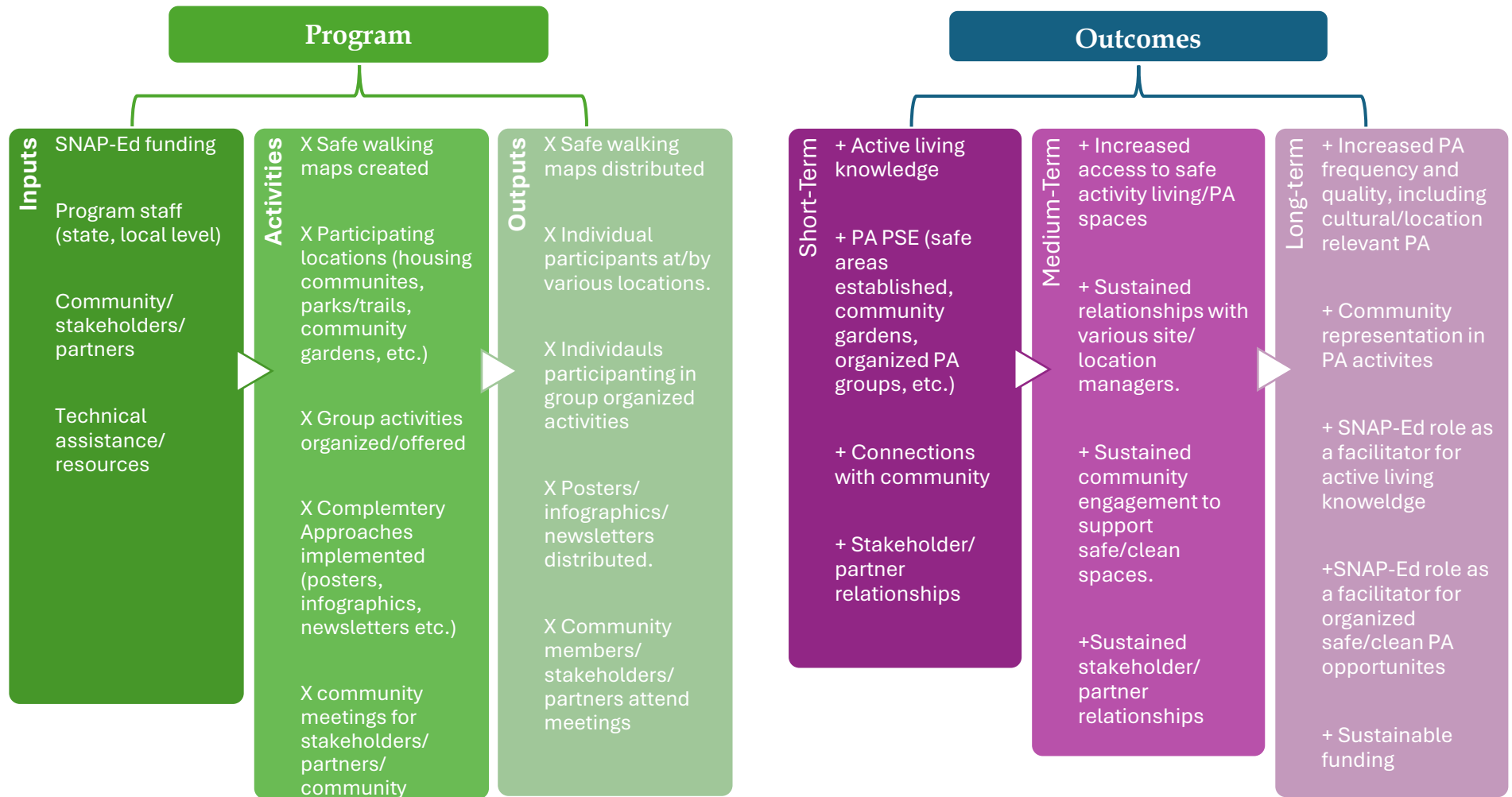
Evaluation Overview: **Performance measurement** (# schools implementing each intervention, # of interventions implemented for each type, # of students participating in each intervention – total and by school, # of school leadership meetings held). **Outcome evaluation** (pre/post-test using SNAP Happy surveys for all students at participating schools at beginning/end of school year). **Tentative Impact evaluation** (randomize schools to participate in selected interventions or regular Direct Education vs. multi-level intervention (Direct Ed. + PSE); may need to explore more advanced analysis methods).

Retail and Food-Access Logic Model



Evaluation Overview: **Performance measurements** (# food banks/pantries implementing each intervention, # of interventions implemented for each type, # of shoppers in each intervention – total and by food bank/pantry, # of shopper/community meetings held, # of partner/stakeholder meetings held). **Outcome evaluation** (pre/post-test assessments at all participating food banks/pantries at the beginning and end of each FFY, pre-post PRA for stakeholders, shopper feedback survey). **Tentative Impact evaluation** (randomized food bank/pantries participate in selected interventions or regular Direct Education vs. multi-level intervention (Direct Ed. + PSE); may need to explore more advanced analysis methods).

Community Spaces Logic Model



Evaluation Overview: Performance measurement (# locations implementing each intervention, # of interventions implemented for each type, # of participants in each intervention – total and by location, # of community meetings held, # of partner meetings held). **Outcome evaluation** (pre/post-test assessments at all participating locations at the beginning and end of each FFY, pre-post PRA for partners, participant feedback survey). **Tentative Impact evaluation** (randomize locations to participate in selected interventions or regular Direct Education vs. Multi-level intervention (Direct Ed. + PSE); may need to explore more advanced analysis methods).