

VII. Nutrition Education Requirements

- A. Describe in detail the State agency's plans to provide nutrition education to SFMNP (§249.9)/FMNP (§248.9) participants. If the administering State agency for the SFMNP/FMNP has entered into an agreement with another agency to provide nutrition education, attach a copy of that other agency's nutrition education plans for SFMNP/FMNP participants.

SFMNP

DARS-VDA has developed nutrition education materials for the SFMNP to be implemented by the AAAs at congregate nutrition sites. The information includes lesson plans and materials that can be copied and used as handouts. Some handouts can be mailed to home delivered nutrition clients and participants not attending congregate nutrition sites. In addition, the information and teaching methods can be tailored to the cognitive, economic, social, and motivational characteristics of the senior audience at each AAA. Local customs, practices at the AAAs, and preferred learning styles of senior participants should be used to tailor nutrition education.

AAAs are encouraged to implement instructional strategies and materials that will maximize impact and that are preferred by seniors at their particular AAA. Examples might include:

Demonstrations (for example, how to handle and cook fruits and vegetables for food safety)

Hands-on activities (for example, selecting fruits and vegetables)

Guest speakers

Group discussions

Printed materials

FMNP

DARS-VDA has developed nutrition education materials for the FMNP that may be used by local WIC clinics. Local customs, practices at the WIC clinics, and preferred learning styles of participants should be used to tailor nutrition education. Nutrition education may be provided in a group setting or one-on-one with participants. WIC clinics are encouraged to implement instructional strategies and materials that will maximize impact and are preferred by participants at their particular clinic.

1. It is not mandatory that the S/FMNP State agency retain sole responsibility for providing nutrition education to Program recipients. Nor is it intended that the S/FMNP State agency duplicate the nutrition education that may be currently provided by the other agencies. The S/FMNP nutrition education requirement may be fulfilled directly by the farmer's markets or another branch of the State Department of Agriculture or ITO, or under agreement with the local WIC agency, area colleges and universities, the Expanded Food and Nutrition Education Program

(EFNEP), the Cooperative Extension Service, and/or any number of other entities having the capability to address the particular nutritional benefits of fruits and vegetables that can be obtained at farmers' markets. Any costs associated with the provision of nutrition education by an entity other than the administering agency of the S/FMNP are allowable administrative expenses under S/FMNP funding. This aspect of the program responds directly to the Congressional intent in establishing the S/FMNP as a way to increase recipients' awareness and use of farmers' markets.

2. **Encourage Partnerships**

FNS believes that the effectiveness of nutrition education can be greatly enhanced through collaboration with others interested in promoting health and nutrition in low-income populations. Therefore, FNS strongly encourages collaboration and coordination of efforts with State/ITO-wide public and private partners to enhance both the outreach and efficacy of the nutrition education efforts. FNS encourages such collaboration to facilitate development of long-term, coordinated nutrition education plans and sustainable infrastructures, foster an integrated approach to nutrition education across programs in the State or ITO, capitalize on promotional opportunities, coordinate and pool resources for material development, duplication, and dissemination, and ensure development of science-based messages that are consistent with the U.S. Dietary Guidelines for Americans, *My Plate*, and other Federal guidance.

3. **Promote the Dietary Guidelines Messages**

To create a base of messages that may be reinforced across FNS programs, FNS encourages State agencies to incorporate the messages contained in the latest edition of the Dietary Guidelines for Americans into their nutrition education plans. It is expected that nutrition education messages will logically be tailored to address the most urgent nutrition education needs of constituents. However, as opportunities arise, FNS strongly encourages State agencies to convey at a minimum four key messages through WIC and other FNS programs so that program recipients have repeated exposure to these messages. The messages, all designed to promote food and physical activity choices for a healthy lifestyle, are as follows:

Balancing Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.

Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals — and choose the foods with lower numbers.
- Drink water instead of sugary drinks.

Increase physical activity and reduce time spent in sedentary behaviors

These messages - derived from the Dietary Guidelines - are being consistently and prominently promoted in all of the FNS programs to advance an integrated, behavior- based, comprehensive nutrition education approach across FNS programs. Using these four core messages, nutrition education program administrators across the many FNS programs can collaborate and work jointly around these common themes for their nutrition education interventions, for example to pool resources to develop materials jointly, conduct social marketing campaigns, and reinforce the educational messages.

- B. List or attach the locations or settings where nutrition education for SFMNP/FMNP is provided (e.g., local agencies, farmers’ markets, community centers, facilities for the aging, schools, etc).

Nutrition education will take place in congregate meal sites operated by the local agencies. Educational materials are available to participants in the locations where they apply for benefits. Handouts will also be available to mail to homebound individuals and participants not attending congregate nutrition sites. For WIC participants, education will take place at the local WIC clinic either during group or one-to-one nutrition education.

1. Does the State agency coordinate with other agencies around issues related to nutrition education and promotion?

- No
 Yes (If yes, check the applicable partnerships below):

- Supplemental Nutrition Assistance Program (SNAP)
- Team Nutrition
- Area Agencies on Aging
- Commodity Supplemental Food Program (CSFP)
- Children and Adult Care Food Program (CACFP)
- Temporary Assistance for Needy Families Program (TANF)
- Food Distribution Program on Indian Reservations (FDPIR)
- Other FNS programs (specify): _____
- Expanded Food and Nutrition Education Program (EFNEP) and/or Cooperative Extension Service
- Other USDA programs (AMS, FSA, etc)
- Other government programs (e.g., 5 A Day, etc.)
- Non-profit organizations (specify): _____
- For-profit organizations (specify): _____
- Industry (specify): _____

- Professional organizations (specify): Academy of Nutrition and Dietetics
- Educational Institutions (specify): _____
- Religious Institutions (specify): _____
- Other (specify): _____

2. Describe how nutrition education for SFMNP/FMNP is coordinated with other nutrition education programs or services, such as WIC, SNAP, Extension Service, 5 A Day, or State/ITO initiatives.

The SFMNP/FMNP Coordinator also coordinates Older Americans Act Title III C congregate and home delivered nutrition programs that are implemented at local AAAs throughout Virginia. Many of the SFMNP participants attend AAA sponsored congregate nutrition sites or receive home delivered meals. The Title III programs require a nutrition education component that is provided by AAA staff. The SFMNP Coordinator provides training and technical assistance for all AAA nutrition programs. The Virginia Cooperative Extension service provides nutrition education at some nutrition sites through its Smart Choices Nutrition Education Program for SNAP recipients and other seniors who attend the nutrition sites.

The SFMNP/FMNP Coordinator works with the WIC Coordinator to ensure that WIC participants are receiving nutrition education in conjunction with receiving their FMNP checks. WIC provides a variety of topics for nutrition education that is participant focused.

3. Describe the nutrition education materials developed by the State agency and how they are used. In addition, describe any new materials the State agency plans to develop.

A nutrition education card, "Build A Healthy Plate" was developed by the State Agency. This card is mailed to those participants who receive their SFMNP checks via the postal service.

Appendix 3 - Nutrition Education Mailing Insert

Lesson plans

4. Does the State agency plan to develop new participant educational materials containing the current Dietary Guidelines for Americans message?
 Yes No If yes, please describe the elements below.

Type of material	Target audience	Project completion date
_____	_____	_____
_____	_____	_____
_____	_____	_____

5. If the State agency intends to collect survey information to assess the effects of the program on farmers' markets and the change in consumption of fresh fruits and vegetables by SFMNP/FMNP participants, **attach copies of survey forms.**

Appendix 6 – SFMNP/FMNP Survey Forms