



Arizona Nutrition Network

Dana Goodloe
Network Manager

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Today's Objectives

- Learn About Arizona Nutrition Network
- Identify the Local Incentive Award Program – Do We Fit?
- Explore its Requirements

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



What is the Arizona Nutrition Network?

- The state's **Supplemental Nutrition Assistance Program (SNAP-formerly Food Stamps)**, funded by the United States Department of Agriculture.
- A state-wide partnership of agencies, organizations, and professionals.
- A collaboration between the Arizona Department of Health Services (ADHS) and the Department of Economic Security (DES).

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



What does the Arizona Nutrition Network do?

- The Arizona Nutrition Network (Network), a division of ADHS, assists its partners in making nutrition education consistent, clear, and concise among agencies, organizations, and health professionals throughout Arizona.
- This is done through statewide campaigns, materials distribution, and through expansion of existing nutrition programs.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Who is the target population?

Network activities reach people participating in or eligible for the Supplemental Nutrition Assistance Program in most of the 15 AZ Counties and where low income children and their families reside, and the elderly.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



What are the key nutrition messages?

- Eat more fruits & vegetables every day
- Drinking 1% or non fat milk
- Healthy eating / portion control-Grow a Healthy Child

One message common to all:

- Be physically active every day

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



How these messages are shared

- Lessons
- Food Demonstrations
- Social marketing: The application of commercial marketing techniques to produce voluntary behavior change.
- Three Social Marketing campaigns:
 - Eating more fruit and vegetable every day
 - Drinking 1% or fat free milk
 - Healthy diet and appropriate eating habits and portion control

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Nutrition Education Tools

The Network provides many different nutrition education tools to support the program:

- Written Materials
- Incentive Items
- Costumes and Games
- Community Tool Kits

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Entering into a Partnership with the Network

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Three Levels of Partnership

▶ Community Partnership

▶ Supporting Partnership

▶ Contributing Partnership

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Community Partnership

▶ A Community Partner...

- is a person or representative of an agency interested in receiving Network materials, news, or information, but is unable to attend meetings or participate in many Network activities.
- may be limited to simply ordering and using the Network materials.
- may include teachers, self-employed professionals, consultants, etc.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Supporting Partnership

▶ A Supporting Partner...

- works with contributing partners in the local communities, utilizes Network messages and materials.
- may contribute funds to the leading agency but does not have a contract with **ADHS**.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Supporting Partner...

- Federally funded agencies (Head Start)
- State agencies (Department of Economic Security, Department of Education, Department of Agriculture, etc.)
- Private non-profits (American Heart Association, Food Bank, etc.)

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Contributing Partnership

► A Contributing Partner...

- plays a vital role in contributing to the planning and implementation of the Network projects.
- is encouraged to utilize Network materials and messages in their programs, assist with referrals and announcements of upcoming activities, and provide linkages to other community groups.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Contributing Partnership

► A Contributing Partner...

- is a lead agency that participates in the Local Incentive Award (LIA) SNAP-Ed and receives AzNN funding.
- contracts with ADHS.
- attends Network meetings and participates in committees.
- has access to **all** Network materials as well as promotional items.
- works with supporting agencies.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Joining the Network

▶ **Community Partnership**

- Contact information will be added to our Partner database and email distribution list

▶ **Supporting Partnership**

- Database and email list
- Contact information will be shared with local Contributing Partners

▶ **Contributing Partnership**

- All the above
- Apply for Local Incentive Award (LIA)

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Local Incentive Awards (LIA)

- The Network provides funding opportunity to organizations who provide nutrition education to SNAP Eligibles:
 - Certified Eligibles
 - Likely Eligibles
 - Potentially Eligibles

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Certified Eligibles

- Persons currently participating in or applying for the Supplemental Nutrition Assistance Program:
 - persons referred by local SNAP office.
 - reached through direct marketing to SNAP participants.
 - Participating in the Food Distribution Program on Indian Reservations (FDPIR).
 - Ineligible parents who receive SNAP benefits on behalf of their child(ren).

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Likely Eligibles

- Persons that have gross income at or below 130% of federal poverty guidelines.
 - Examples: persons at food banks, soup kitchens, public housing and SNAP/TANF job readiness program sites.
- Incarcerated persons or boarders or college students are NOT included.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Potentially Eligibles

- Persons at venues such as schools or agencies where 50% or more of the population being served have gross income at or below 185% of Federal Poverty Guidelines or have free or reduced school lunch program.
 - Examples: Persons residing in qualified census tracts, schools qualified by NSLP participation and grocery stores qualified by the redemption level of SNAP dollars

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



LIA Reimbursement Program

- This program is funded with local and federal dollars.
- Each qualifying dollar of local money identified and spent on nutrition education earns the network an additional dollar from USDA.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



In other words...

Spend \$1 of local money on your program.



USDA awards the Nutrition Network with an additional Federal \$1.



50 cents from that \$1 goes directly to your Nutrition Education program.



The other 50 cents goes to the State office for Social Marketing, training, materials, and incentive items.

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Child Nutrition Reauthorization

- What will it mean for the AzNN?
 - Funding?
 - Eligibility?
 - Other considerations?

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



More information

- For more information on the Arizona Nutrition Network and our Local Incentive Award Program visit:

www.eatwellbewell.org

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



***Take it from me,
Bobby B.!***

***When it comes to
expanding nutrition
education, this is a
great opportunity !***



Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Any Questions?

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Dana Goodloe
Arizona Nutrition Network Manager
602.364.0354
goodlod@azdhs.gov

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona

