

SNAP-Ed & GusNIP Collaboration in Washington State

Examples to inspire SNAP-Ed and GusNIP practitioners looking for ways these two programs can strengthen one another beyond pairing incentives with direct nutrition education

Overview

- **Combining SNAP-Ed and GusNIP** creates an opportunity for greater impact than either type of programming can produce alone by providing the information, the environment, and the financial means needed to purchase and prepare healthy foods (specifically GusNIP-eligible fruits and vegetables). The collaboration between the Washington State Department of Health (a GusNIP grantee) and the Washington State Department of Social and Health Services (a SNAP-Ed State agency) offers a strong model for combining nutrition incentives with SNAP-Ed social marketing, and policy, systems, and environmental approaches.
- **GusNIP Grantee:** Washington State Department of Health (WA DOH)
 - **SNAP Market Match**, a nutrition incentive project operating at more than 100 farmers markets and farm stands
 - **SNAP Produce Match**, a nutrition incentive project operating at 170+ grocery stores
- **SNAP-Ed State Agency:** Washington State Department of Social and Health Services (WA DSHS)
 - WA DSHS contracts with Regional Implementing Agencies to offer SNAP-Ed policy, systems, and environmental support (PSE) and social marketing (SM).



Social Marketing

- Within SNAP-Ed, social marketing “is the process of combining commercial marketing methods with public health approaches in order to achieve significant, large-scale public benefits.” Examples of SNAP-Ed allowable costs for social marketing include:
 - “Appropriate social marketing programs in which messages are delivered in areas, venues, or using communication channels where at least 50 percent of the audience is eligible for SNAP-Ed”
 - “Social media, web sites, and other digital content designed for, tailored to, and predominantly promoted to the SNAP-Ed target audience”
- Informational mailers letting SNAP-enrolled households know about available nutrition incentives are an example of social marketing
- Washington’s Fruit and Vegetable Incentives Program (FVIP) includes a memorandum of understanding (MOU) that facilitates the information-sharing needed to send mailers to households enrolled in SNAP:
 - WA DSHS shares the addresses of SNAP households with the WA Department of Enterprise Services
 - WA DOH designs and pays for the mailers
- FVIP also leveraged SNAP-Ed funding to support additional mailers to increase awareness of SNAP Market Match

Double SNAP/EBT dollars! Here's how it works:

GO to the farmers market information tent.

SWIPE an EBT card.

MATCH EBT dollars with SNAP Market Match.

SHOP for fresh produce, seeds, and plant starts.

Visit a Spokane County farmers market listed below or find a full list of participating farmers markets at doh.wa.gov/SNAPMarketMatch

Liberty Lake Farmers Market	May 15–October 9	Saturdays: 9am–1pm
Emerson-Garfield Farmers Market	June 4–September 24	Fridays: 3pm–7pm
Fairwood Farmers Market	May 18–October 12	Tuesdays: 3pm–7pm
Kendall Yards Night Market	May 19–September 22	Wednesdays: 5pm–8pm
Millwood Farmers Market	May 26–October 13	Wednesdays: 3pm–7pm
Spokane Farmers Market	May 2–October 30	Saturdays: 8am–1pm
Thursday Farmers Market	May 2–October 31	Thursdays: 3pm–7pm
Spokane Valley Farmers Market	June 4–September 17	Fridays: 4pm–8pm
Newport Farmers Market	May 1–October 31	Saturdays: 9am–2pm
Hillyard Farmers Market	June 1–October 31	Mondays: 3pm–7pm

Tip: Markets match up to \$40 per day. Check with local markets for their daily match amount.

Redeem SNAP Market Match dollars for fruit, veggies, herbs, mushrooms, seeds, and edible plants!

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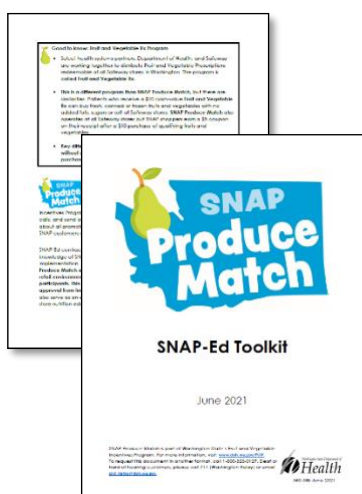
Community Advisory Network

- WA DOH partnered with Northwest Harvest (a statewide non-profit) in Fall 2020 to develop and coordinate the Community Advisory Network (CAN), a small network of individuals who use SNAP and nutrition incentives at grocery stores and farmers markets

- CAN first convened in January 2021 and currently includes 12 SNAP and incentive participants from various areas of the state (mix of urban/rural), who meet via Zoom once per month and consult by email
- CAN was initially funded under a GusNIP grant to provide input and strategic guidance to WA DOH on incentive programming, outreach, evaluation, and sustainability efforts
- SNAP-Ed began co-supporting in 2022, with a focus on having SNAP shoppers' perspectives guide SNAP-Ed programming ([FFY21-23 SNAP-Ed State Plan](#) prioritizes "Collaboration with Representation")
- WA DOH funds are used to compensate participants for their time, while SNAP-Ed funding covers the costs of CAN facilitation

Policy, Systems, & Environmental Change (PSE): Coordination with Brick & Mortar Retail and Farmers Markets

- According to [FY2024 SNAP-Ed Plan Guidance](#): "Environment includes the built or physical environments that are visual/observable but may include economic, social, normative, or message environments. Modifications in settings where food is sold, served, or distributed may promote healthy food choices. [...] Economic changes may include financial disincentives or incentives to encourage a desired *behavior*, such as purchasing more fruits and vegetables. **SNAP-Ed funds may not be used to provide the cash value of financial incentives, but SNAP-Ed funds may be used to engage farmers markets and retail outlets to collaborate with nutrition education and healthy food access efforts.**"



- SNAP-Ed staff support smooth and effective participation in SNAP Produce Match for retailers and shoppers by:
 - Connecting with store managers to open lines of communication
 - Training cashiers about the program
 - Educating stores and program participants about qualifying items and the rationale for not including added fats, sugars, or salt
 - Sharing promotional and store-level educational materials
- SNAP-Ed staff support farmer and shopper participation in SNAP Market Match by:
 - Hosting market tours at participating farmers markets
 - Providing virtual pre-season educational presentations via Zoom
 - Creating educational and promotional resources

State Community of Practice for GusNIP + SNAP-Ed

- The Fruit and Vegetable Incentives Program Community of Practice began in 2022 to provide a community platform for information sharing, learning, and developing collaborative approaches between partners who support nutrition incentives in grocery stores and farmers markets in Washington State
- The community of practice is staffed by a state Implementing Agency and includes representatives from DOH, DSHS, and local SNAP-Ed partners

Tips for Successful GusNIP + SNAP-Ed Collaborations

- Identify shared goals: Making nutrition incentives more accessible and easier to use aligns with SNAP-Ed's goal of increasing consumption of fruits and vegetables.
- Identify contributions each partner can make:
 - GusNIP projects make fresh produce more affordable, enabling shoppers to purchase the foods SNAP-Ed aims to promote.
 - SNAP-Ed staff are stationed across the state and able to provide in-person support to help GusNIP projects run more smoothly, as well as resources to support social marketing and policy, systems, and environmental changes at farmers markets and brick and mortar retail locations.
- For guidance on finding and developing partnerships between SNAP-Ed and GusNIP in your geography, check out the Nutrition Incentive Hub resource [SNAP-Ed + GusNIP: Combining Nutrition Education and Incentives for Greater Impact.](#)

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