

# Emerging Statement of Work Instructions

## FY 2021 Request for Partners

### GENERAL GUIDELINES

Complete only one Emerging Statement of Work document. Describe all emerging projects in one document. The Emerging Statement of Work must be 8 pages or less in length using Calibri font size 11. Emerging interventions cannot consist of direct education and/or indirect channels only and must address the implications of the statewide needs assessment and the State goals described in the Request for Partners.

### PROJECT TITLE (1)

Replace the yellow highlighted text with the emerging intervention project title.

### 1. OBJECTIVES

Specify the objectives that the project will accomplish. FY 2020 SNAP-Ed Guidance, page 45, states that a well-written and clearly defined SMART objective is:

- Specific: Identifies a specific event or action that will take place.
- Measurable: Quantifies the amount of change to be achieved.
- Appropriate: Logical and related to State's SNAP-Ed goals.
- Realistic: Practical, given available resources and proposed SNAP-Ed activities.
- Time-specific: Specifies a time by which the objective will be achieved within the fiscal year of the Plan.

### 2. AUDIENCE

Specify the target audience and relevant characteristics of the audience (e.g. age, gender, etc.) Describe how the project will focus education on the SNAP target audience. Specify the intervention setting(s).

### 3. COORDINATION OF EFFORTS

Applicants that also submit a standard Statement of Work do not need to complete this section – just refer readers to the standard Statement of Work. In other words, this section must be completed if the applicant is ONLY submitting an Emerging Statement of Work.

Describe efforts to coordinate, complement, and supplement other FNS programs (e.g. other PA SNAP-Ed partners, WIC, Team Nutrition, Farm to School) in order to deliver consistent behavior-focused nutrition and obesity prevention messages. Describe how efforts avoid duplication of services.

### 4. PARTNERSHIPS

Applicants that also submit a standard Statement of Work do not need to complete this section – just refer readers to the standard Statement of Work. In other words, this section must be completed if the applicant is ONLY submitting an Emerging Statement of Work.

Describe partnerships that involve coordination and collaboration with other national, State, and local nutrition education, obesity prevention and health promotion initiatives (e.g. EFNEP, FINI, Project PA, Local Food Alliance). If a collaboration includes PA SNAP-Ed implementation of PSE changes, then describe the collaboration in Section 6b rather than in this section.

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### 5. JUSTIFICATION

Clearly state the purpose of the project. Describe how the project addresses the implications section of the FY 2020 Statewide Needs Assessment and the State goals described in the FY 2021 RFP Information & Instructions.

### 6. INTERVENTION TYPES

| Intervention     | Intervention Settings   |
|------------------|---|
| K-12 Schools     | School, School Garden   |
| Early Childhood  | Child Care Center & Daycare Home, Head Start, Preschool   |
| Food Assistance  | Food Pantry or Food Assistance Site, Soup Kitchen, USDA Summer Meals Site   |
| Food Retail      | Farmers Market, Food Store-Large, Food Store-Small  |
| Community        | Adult Education & Job Training, Afterschool Program Site, Community Center, Community Garden, County Fairgrounds, Extension Office, Faith-based Center, Family Resource Center, Health Care Sites, Individual Home, Library, Park or Open Spaces, Public Housing, Recreation Center, Residential Treatment Center, Restaurant, Senior Center, Shelter or Temporary Housing, SNAP Office, Summer Program Site, Web-based, WIC Clinic, Worksite |
| Social Marketing | <i>Note: This is not a setting-based intervention – may include any intervention setting listed above, billboards, bus shelters, etc.</i>   |

#### a. Direct Education

Complete the summary table (Strategy, Participants, Contacts, Indirect Channels, and Food Contacts). Do not duplicate participant, contact, and food contact numbers from the standard Statement of Work. An individual who will be served in multiple interventions should be included in the number of participants for each intervention. An individual who will be served in multiple settings within the same intervention (see table above) should be counted only once as a participant for that intervention. Use the codes provided for indirect channels.

In the space provided, briefly describe the individual and group-based direct education strategies, approved curriculum, number and duration of lessons, etc. Identify the evidence level (emerging, research- or practice-tested) for each component of the emerging intervention, summarize the evidence, and cite supporting references. If proposed direct education involves development of new education materials, describe that in Section 7.

Describe how you will train staff delivering direct education, e.g. technical content, intervention fidelity, teaching methods, performance expectations. Describe how you will collect, assess, and report program fidelity information, e.g. educator assessment, participant feedback, STARtracks programming characteristics data, etc.

#### b. Policy, Systems, and Environmental (PSE) Changes

Complete the summary table (PSE Names/Stages, Participants, Indirect Channels, and Food Contacts). Do not duplicate participant and food contact numbers from the standard Statement of Work. An individual who will be served in multiple interventions should be included in the number of participants for each intervention. An individual who will be

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served in multiple settings within the same intervention (see table above) should be counted only once as a participant for that intervention. Use the codes provided for PSE intervention stages and indirect channels.

Use the second table to describe each proposed policy, systems, and environmental (PSE) project to improve nutrition, e.g. readiness & needs assessments, champions, partnerships, nutrition supports, physical activity supports. PSE changes addressing medium and long-term indicators must be supported by needs assessment and/or readiness to change data. Identify the evidence level (emerging, research- or practice-tested) for each component of the emerging intervention, summarize the evidence, and cite supporting references. If proposed PSE activities involve development of new education materials, describe that in Section 7. Ensure that there is an appropriate audience included on the STARtracks Manage Program Delivery Sites page for reporting proposed PSE activities.

**PSE Name:** Specify the name of the PSE project. The name entered here must match the name you listed in the summary table.

Only indicate a separate PSE Project Name within an intervention if the projects will serve different intervention settings, e.g. in the K-12 Schools Intervention – separate projects might serve Schools vs. School Gardens, OR different locations, e.g. in the K-12 Schools Intervention – separate projects might serve ABC School District vs. DEF School District. In other words, all PSE activities serving the Schools intervention setting should be included in one PSE Project Name, e.g. “School Food & Physical Activity Environment” might include School Breakfast and Parent Engagement activities. If including more than one PSE project within an intervention, consider including the corresponding intervention settings or locations in the PSE Project Name so that it is clear the projects target different audiences.

**Objectives:** Provide a bulleted list of intervention objectives. These must be brief, but specific and there should be at least one objective for each PSE stage described in the summary table.

**Description:** Provide a brief description of the methods and/or a list of action steps. If you plan to conduct needs or readiness assessment, specify the assessment tool, sample size, etc. Note: If a PSE intervention includes stage 6, Evaluation & Monitoring, you will provide further description in Section 8, Evaluation Plan.

**SNAP-Ed Role:** Use the codes provided to indicate the role of SNAP-Ed in the PSE work.

### **c. Social Marketing**

Complete the summary table (Participants and Indirect Channels). Use the codes provided for indirect channels.

In the space provided, briefly describe the social marketing strategies, messages, number and duration of messages, methods for delivering messages to audiences where at least 50% are SNAP-Ed eligible, etc. Identify the evidence level (emerging, research- or practice-tested) for each component of the emerging intervention, summarize the evidence, and cite

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supporting references. If proposed social marketing plans involve development of new education materials, describe that in Section 7.

### **7. DEVELOPMENT OF NEW EDUCATION MATERIALS**

Identify any new materials that you plan to produce or purchase and justify the need and cost. Identify the evidence level (emerging, research- or practice-tested) for each component of the emerging intervention, summarize the evidence, and cite supporting references.

If materials development is proposed, it must be clearly described and justified. FY 2020 FNS SNAP-Ed Guidance (pages 48 and 85) "recommends that States use FNS, CNPP, or other Federal governmental agency developed or recommended materials where possible" and "encourages the use of existing materials, especially existing FNCS materials, and ones available through the SNAP-Ed Connection, CDC, and other Federal Government agencies."

- Describe proposed new development of education materials.
- What gap will be filled by newly developed material that could not be addressed with existing material?
- How will the proposed material improve effectiveness, efficiency, and/or acceptability of nutrition education for the target audience?
- What is the cost of printing, time, and effort (development, layout, design, evaluation, etc.)?
- What is the development timeline?
- Describe evaluation plan in Section 8.

Developed education materials must be submitted to the PA SNAP-Ed Management Entity (ME) for review and approval prior to use. Approval in writing (email) from the ME must be received prior to printing, distribution, and implementation.

### **8. EVALUATION PLAN**

Describe evaluation plans. List the key indicators and outcome measures of implementation or performance that you will capture or collect. Indicators and outcome measures should tie to the SNAP-Ed Evaluation Framework. Indicate the type(s) of evaluation (formative, process, outcome, or impact), the questions that will be addressed, identify the evidence-based assessment tools, the methods (scope, design, measures and data collection), and plans for using the results.

### **PROJECT TITLE (2)**

Replace the yellow highlighted text with the emerging intervention project title. See above instructions for Sections 1-8.